

March 1987

AD# 334-C2 Rev. 1 "WHAT A CATCH!"-REQ# M-93296-Page 4/C Bleed-(8 3/4" x 11 1/2") National Magazines, 1987

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PLAYERS LIGHTS 25's

5 extra per pack!

What a catch!



25 for the
price of 20.



Kings
& 100's
Regular and
Menthol

Mfr's suggested pricing based on full price brands.

Kings: 10 mg "tar", 0.9 mg nicotine av.
100's: 12 mg "tar", 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.



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